

Editing the Council's Image: CSE Redesigns Its Web Site

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CSE's Web site needed some heavy editing. After hard work by Seth Beckerman (CSE Web editor), the CSE Web committee, and Potomac Digitek—the firm that maintains and hosts the site—the revised *www.CouncilScienceEditors.org* is off the press.

“The look and feel of a Web site are becoming more and more important to the image of an organization, and our site was looking a bit ragged and tired”, says Beckerman. “At the February 2003 Board meeting, I proposed that CSE think about a complete redesign of the Web site and the addition of new functionality. The Board thought it was so important that after an estimate was obtained, it [approved] the project.”

The new functionality includes

- New search function across the entire site, including *Science Editor*.
- New services for members, who can change their passwords, have forgotten passwords e-mailed to them, and update their information in the CSE database.
- Friendlier interface for forums.

In addition to those benefits for members, the CSE Web site now lists the more than 650 journals with which CSE members are associated (*www.CouncilScienceEditors.org/about/membjournals.cfm*) and is starting to list books written or edited by members. One special add-on to the site is the full text of *Science Editor* available only to members. The old Web site posted only *Science Editor*'s table of contents and index.

The new Web site also provides quicker access to news about CSE. “The previous site did not allow me to post Latest News myself on the home page without having to wait for our provider to post an item”, says Beckerman.

Judy Dickson, of Science Editing, Inc, a member of the Web committee, says Beckerman has done a wonderful job on the new Web site. “The new site loads incredibly quickly, which makes accessing information a pleasure”, she says. “I really appreciate having such easy access to the latest information on the style manual, and the site's reference links are well organized and are an especially useful feature.”

The design has generated favorable comments from others as well. Virgi Hepner, senior science editor at the Health Effects Institute, mentions being impressed with the Web site's new look. “I really like the use of color and graphics;

both are subtle and consistent”, Hepner says. “The look is very professional with a clear, scholarly statement.”

Although the new CSE Web site meets Beckerman's expectations, he says the site will always be a work in progress. “Demands will change, members will request new content and functions, and no doubt there are types of information and ways to use the site that we have not even thought of yet”, he says.

An editor's work is never done.

